

The Getting Ahead Guidebook

Newsletter Operations Guide — keep this near your keyboard.

THE 5-STEP SEND

Send a newsletter in under five minutes.

This is your master checklist. Follow it once and the rhythm becomes second nature. It works for weekly issues, monthly issues, or one-off announcements — same five steps every time.

#	Action	Where / How
1	Open the Console	Click your Newsletter browser bookmark.
2	Write the issue	Type subject + body directly in the page. Markdown is supported.
3	Preview	Opens a new tab showing exactly how the email will look.
4	Send TEST to me	Lands in your own inbox. Proof it once like a stranger would.
5	Broadcast to ALL	Sends to every active subscriber. Logs to Issues History.

Safety net built in.

Test sends do NOT get logged or counted. You can press “Send TEST to me” as many times as you want — none of it ever shows up on the live broadcast history or pollutes your subscriber list.

STEP-BY-STEP WALKTHROUGH

What each button does, and what to expect.

1. Opening the Console

Bookmark name: **Newsletter**. Click it. If you're not already logged in to app.thegettingaheadguidebook.com in this browser, you'll see a red "Please log in as an admin first" banner — sign in once, then come back to the bookmark.

The page header shows three stat cards: **Active** (current subscriber count), **Unsubscribed**, and **Total ever**. Beneath that is the compose box.

2. Composing an Issue

Subject line — keep it under 60 characters for clean inbox preview on phones. Strong subjects describe a specific tension a subscriber actually feels. Examples that work:

- One forgotten subscription = \$168/year (a five-minute fix)
- The question to ask before any >\$500 purchase
- Why I keep my emergency fund in two places

Issue number — optional but useful for history. The console will track it on the Issues table.

Body format — leave on Markdown. You write plain text with light formatting; the system converts to HTML so the email is pretty without you fighting tags.

Body — write like a letter. The most useful markdown bits:

- Headings: line starts with `###` = section header
- Bold: `**important**`
- Italic: `*aside*`
- Bullets: a line that starts with `-`
- Numbered list: lines that start with `1.`
- Links: `[click here](https://...)`

3. Preview

Click ■ **Preview**. A new browser tab opens with the fully-rendered email — navy header band, cream body, gold dividers, your unsubscribe link in the footer. This is byte-for-byte what a subscriber sees in their inbox. Read it twice. Look for:

- Typos in the subject (Resend can't fix those once sent)
- Broken or awkward link text
- Stuck-together paragraphs (add a blank line in your markdown to separate)
- Too many bullets — three is plenty for one section

4. Send TEST to me

Click ■ **Send TEST to me....** It prompts for ONE email address — type yours. Within 10 seconds it arrives. Open it like a stranger would. Check three things:

1. Subject line preview in your inbox before you open — does it pull you in?
2. Does it look right on the FIRST scroll without zooming? (mobile-first)
3. Click the “Unsubscribe in one click” link — does it land on the branded page?

■ Pro tip.

If you click your own unsubscribe link by accident during testing, just resubscribe at thegettingaheadguidebook.com/community/ — your subscriber row reactivates with the same token.

5. Broadcast to ALL

Click ■ **Broadcast to ALL active**. A confirmation dialog asks if you're sure — this one's not reversible. Click confirm. The page shows a delivery report (success / failed count) and the Issues table auto-refreshes with the new entry.

HOUSEKEEPING

Cadence, voice, and what to do when things look weird.

Cadence (your current plan)

Weekly for the first few months to build the habit and the relationship, then downshift to **monthly** once your list is bigger and your video library is doing the heavy-lifting between issues. The console has no opinion — you decide when to send.

■ Hit “send” on the same day every week.

Tuesday or Thursday early-morning are the empirically best send windows for finance audiences — people are at their desk, sober, and planning the week. Pick one and stick to it. Consistency > perfect timing.

Voice (what works for you)

Your edge is being the **calm uncle**, not the hype-bro. People reading these are stressed about money. They don't need a guru — they need a steady person who points out one practical thing they can do this week.

Three rules to write by:

1. **One idea per issue.** Not three. Not seven. One. The reader leaves with a single action.
2. **Talk to one person.** Picture your spouse, a friend, or yourself ten years ago. Write to them.
3. **End with an invitation.** Hit reply, ask a question, or point them to the app. Make it easy to engage.

If something looks wrong

- **“Please log in as an admin first” banner** — sign in at app.thegettingaheadguidebook.com first, then click the bookmark again.
- **“Deployment not found”** — you Published in Emergent but forgot to update `BACKEND_URL` in Vercel. Do that 60-second dance.
- **Broadcast button is dim** — you have 0 active subscribers. Use Send TEST instead, or subscribe yourself via `/community/`.
- **Email never arrived** — check spam first. If still missing, Resend has a delivery log at resend.com/emails.
- **Markdown rendered as raw `**stars**`** — make sure Body format dropdown is set to Markdown, not Raw HTML.

Files for your records

Console

URL:

app.thegettingaheadguidebook.com/api/newsletter/admin/console

This guide: filed in Randy's Library → Quick Links → ■ Newsletter Operations Guide (PDF).

✉ ■ Final thought.

The hardest part of any newsletter is sending issue #1. After that, the rhythm carries you. Don't aim for perfect. Aim for sent. Your subscribers will forgive a typo a hundred times before they'll forgive silence.